

WHITE PAPER SERIES | MP-07

MMPS FOR E-COMMERCE & MARKETPLACE APPS



EXECUTIVE SUMMARY

E-commerce apps face multi-touch journeys, long consideration cycles, and cross-platform behavior. Measuring installs alone fails to capture true performance. MMPs enable e-commerce brands to measure revenue, repeat purchases, and lifetime value accurately.

E-COMMERCE MEASUREMENT CHALLENGES

- Web-to-app transitions
- Cart abandonment
- Multiple devices per user
- Influencer and owned media attribution

HOW MMPS HELP

- Attribute purchases, not just installs
- Measure ROAS accurately
- Connect web and app journeys
- Optimize repeat purchase campaigns

STRATEGIC BENEFITS

- Smarter media buying
- Better CAC vs LTV decisions
- Improved retention marketing

KEY TAKEAWAY

For marketplaces, attribution without revenue visibility is meaningless.

CARBODYNE OVERVIEW

Carbonyne is a technology-driven digital infrastructure company enabling growth across app discovery, digital commerce, connectivity, and sustainability solutions. The company builds and operates platforms that help enterprises, banks, fintechs, telcos, and digital brands scale adoption, engagement, and monetization across emerging and global markets.

With operations across the UK, Asia, and emerging markets, Carbonyne combines partner-powered technology, managed execution, and performance-led commercial models to deliver measurable, compliant, and scalable outcomes.

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